

## CELEBRATE TWENTY-FIRST BIRTHDAY WITH GREATEST OF HOLIDAY STOCKS

## MANY OUT OF TOWN PEOPLE PURCHASING FURNITURE BY MAIL

From Small Beginnings to  
Mammoth Proportions in  
a Score of Years.

### GIFT FURNITURE

Gathered From the Great  
Factories Everywhere.

A little more than a score of years ago—twenty-one Christmases ago, to be exact—we offered the furniture buyers of Richmond and vicinity our first showing of holiday goods. It was choice furniture, too—the best we could find after searching the leading factories of the land.

In April preceding that Christmas we had opened for business at 709 East Broad Street, with the determination to sell quality goods, to keep a large assortment of all articles handled and to be satisfied with a reasonable profit—rules that we have adhered to through all the years since that opening date.

The store at 709 East Broad Street is now a part of our mammoth business. To-day we occupy more floor space, show a greater variety of high and medium priced furniture, and buy and sell in larger quantities than any retail furniture house in the South.

Naturally we are proud of this record of success—proud that we are going to celebrate our twenty-first birthday this year, but what we are still prouder of is the furniture we have gathered here for your choosing during the incoming holidays. It's beautiful, rich, varied, durable, pleasing—all inclusive.

Many months ago our buyer began seeking the best furniture in all the centers in which the factories that make the best are located. For months these goods have been arriving in carload lots. Not received broken and scarred, none of the high freight rates that small shipments cost, but furniture in perfect condition and freight rates at the minimum.

The result of this great buying power, systematic organization and early purchasing will be noted with delight by many customers who will secure the desired articles for their homes or for gifts to friends during the next month of rapid holiday shopping.

Have you a home to furnish, a present to buy, an odd piece of furniture to supply? Then we earnestly and honestly invite you to visit our store at 709, 711 and 713 East Broad, and after a pleasant inspection of our magnificent stock, make your selections.

### EARLY SHOPPING IS THE KEYNOTE

Get Into the Field in Time  
This Year.

### YOU GET MORE

No "Left Overs" or Laggards  
Need Then be Purchased.

Of course you are going to shop early this year. You are going to end your gift buying before the rush comes. So do it now—to-morrow.

The earlier you begin the sooner you will be through and the more pleasure you will get out of it.

Holiday shopping perplexities fly away before prompt selection. You avoid the rush, you save your temper, you find what you want in fresh, unbroken stocks of the best merchandise to be had.

You get better values when you get in the field first. The first choosers are the lucky choosers when it comes to gift buying. The laggards in any line are certainly the undesirable.

Then you are not going to overlook your friends when you begin in time. Your mind works clear and strong; you grasp the essentials of the bargain; you enter into the spirit more, because you have less to detract.

**Early Furniture Shoppers.**  
Buying furniture here at the beginning of the holiday season is the most satisfactory thing in the world. Courteous salesmen are at your command, with ample time to explain to you the differences, to suggest the best.

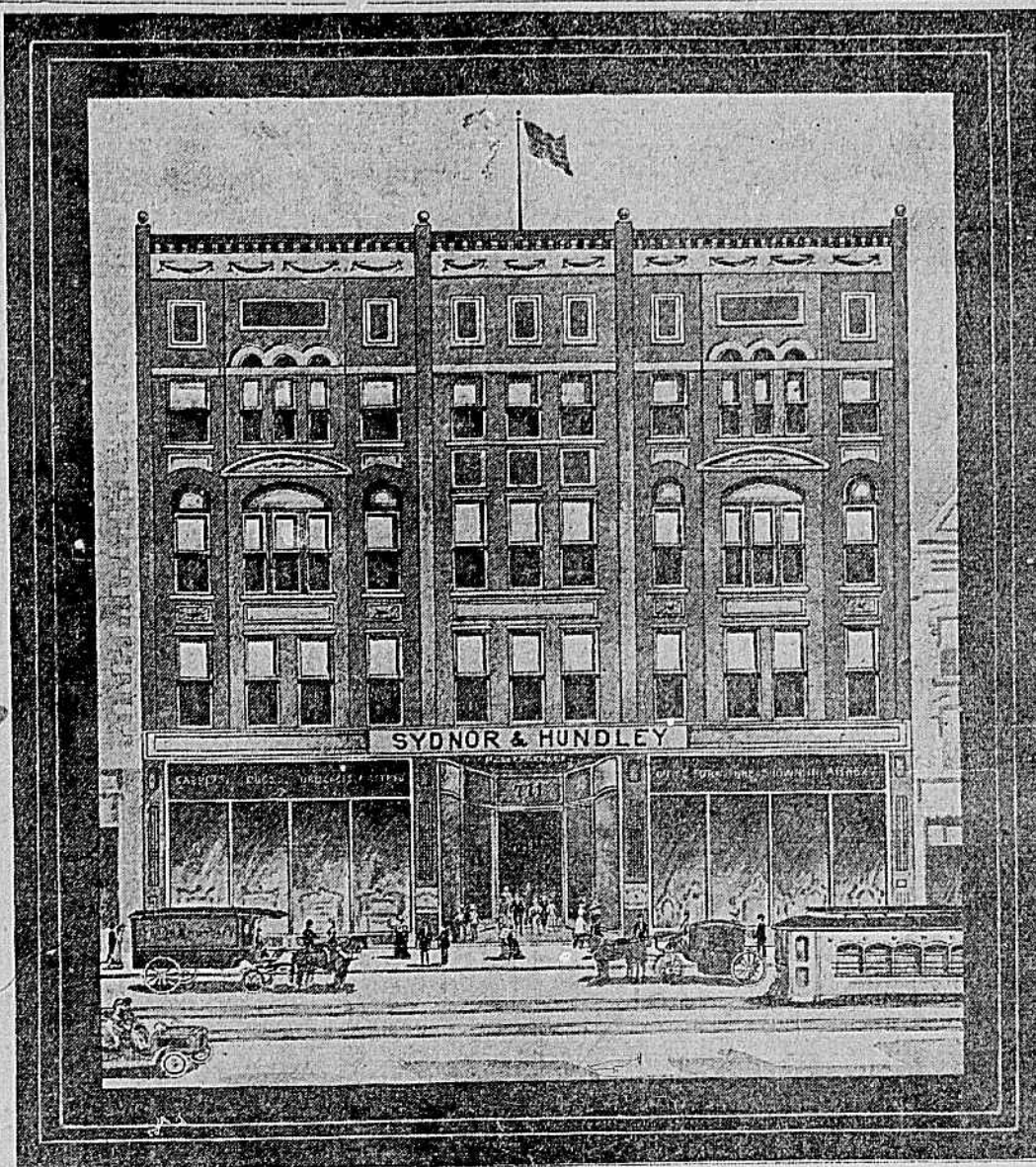
Later, in spite of continuous shipments, stocks become broken, depleted, "picked."

Maybe the very style that you set your heart upon has been secured already by your prompt neighbor.

Again—Shop early—early in the day, the week, the month.

### Make Trips to Our Store.

If you live out of Richmond, and wish to personally visit our great store and inspect all of its complete departments, then pay us a visit. You will save more on a small bill of goods often than the extra expense incurred will amount to, and you know that you are getting furniture for the "home beautiful" that is worthy a place in your home.



The home of the greatest furniture store in the South, 709-711 and 713 East Broad Street. The Sydnor & Hundley Inc. store is known as a house handling quality goods. This is their twenty-first Christmas.

### OFFICE FIXTURES GREAT FEATURE

How a Little Business  
Through Progressiveness  
Has Become Large.

### SYDNOR & HUNDLEY INC.

All the Leading Lines of  
Goods for the  
Office.

The modern business office is one of the important things that no business concern can afford to neglect. Within it the best work and the most important thinking is done. If it is properly fitted—if the furniture and the filing systems, the means for doing work and preserving records, are up-to-date—then a great help has been called to the aid of the workers.

The office fitted with modern equipment has an advantage over the one with the old, out-of-date outfitings that can not be made up for in any other way.

For the man or concern with a new office to furnish or an old one to refurnish we have a message of vital importance.

It is a message about the best, most up-to-date, most labor, time and nerve-saving office goods that are made to-day. Since the day that we began to devote special attention to this side of the furniture business it has been a success. Trade has been growing, broadening, extending into new territory.

Realizing that better office supplies mean a better day's work; that the best is always the cheapest, we secured the best lines for our trade. To-day we handle such famous brands as the Derby, Moon, Myrtle and other noted lines of desks. The Macy Filing System is furnished to you by us complete.

**A Store to Itself.**  
The department of office furniture, in fact, is so large that it is in a building all alone. It occupies our store on South Eighth Street.

There is no better evidence that we are meeting the demands of the business public than the simple fact of this tremendous growth and monumental business.

Sydnor & Hundley Inc. Covers  
Virginia and the Carolinas Well.

### GROWS MORE POPULAR

Enables People in Smaller  
Places to Get  
Best.

During the first few years of our business, our trade was mainly with the people in and near Richmond. Mail orders were the exception and not the rule. To-day our books show that we have regular customers throughout Virginia and the Carolinas. Wherever the mails and the trains go we ship furniture.

This means that the mail order department of our house is already a large one. Scores and scores of people living in the small towns in States mentioned above have tired of the very limited assortments they have offered them by merchants in the home town, and turn to us for relief.

That we meet the requirements in all such cases is made plain by repeat orders coming year after year, and oftentimes by such buyers ordering from us exclusively.

**How the Plan Works.**  
The mail order department that we have in operation is a very simple, clear and satisfactory one. It has no mystery, and is easily understood by all.

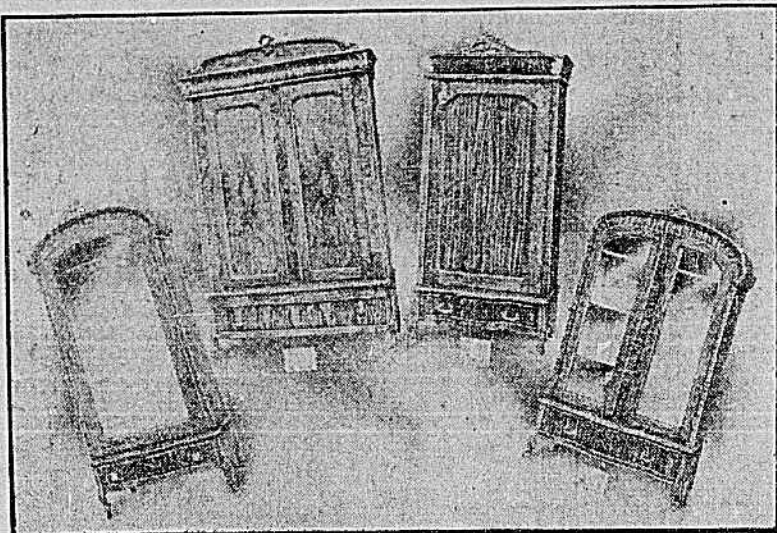
By means of "blueprints" made from actual photographs of the goods as they appear on our floors, we are able to show any customer or prospective customer exactly how the goods look. In this way styles and quality are as correctly revealed as it is possible to do it without an actual inspection of the goods.

A person writing us for information about any particular line of goods is sent a variety of these blueprints, and along with them a careful and plain description. No cumbersome catalogue is issued; therefore, you are furnished with no out-of-date styles.

### Make Comparisons.

Therefore we want you to write us whenever you think you would like to look over some new styles in furniture for any room in your home, with a view to buying immediately or in the future. We will not only be glad to send the pictures, descriptions and prices, but will be glad to have you compare them with those of any other dealer in the country, be he large or small.

# An Announcement to Holiday Furniture Buyers



### Here Are Three Pictures of Bed Room Goods

In Mahogany, Tuna Mahogany, Circasian Walnut and Golden Oak—consisting of Wardrobes, Chifoniers, Dressers, Beds, Tables, etc.

A veritable gathering of the superb—the late, the correct—and yet at prices that represent some of the strongest values we have ever shown on our floors.

There is not the merely choice from the standpoint of appearance, of style—it's quality, durability.

And let us insist that you see this furniture—personally decide for yourself that we have represented correctly.

### Order Anything by Mail

We will be pleased to fill orders by mail and will give all correspondence and orders very prompt, careful attention.

Write us, we want to hear from you.

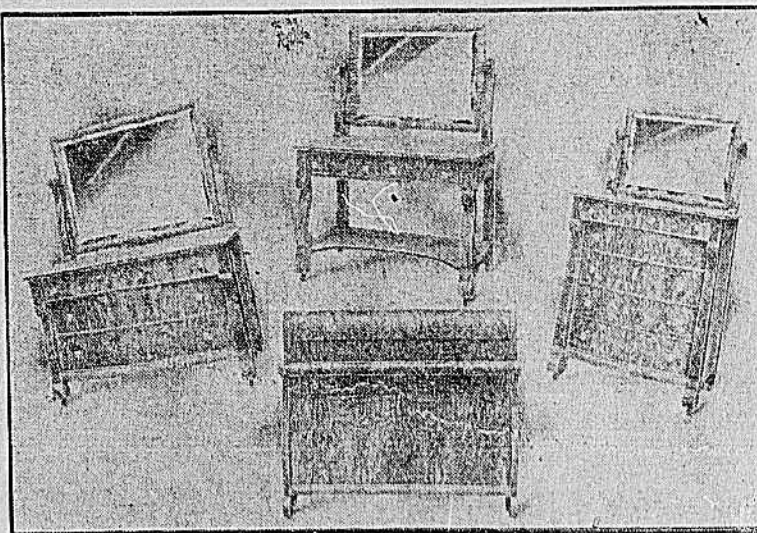
For twenty-one years we have been learning more and more just what the people of Richmond, Virginia and the Carolinas want in Quality Furniture—what they most prefer in Holiday Goods. Likewise we have been learning more and more how to secure the wanted articles—the really desirable.

An ever growing trade has called for larger stocks, greater variety, better display.

In this four-page section, the largest amount of advertising yet printed in a single issue of any newspaper by any Virginia furniture concern, we are giving you an idea of some of the things we have this season. But in this large space it is impossible for us to tell you all. You simply will have to see the stock.

A showing beyond all others—better, bigger, more varied, more attractive than ever before.

So if you do not see what you wish here, why bless your heart, come and ask for it.



### Among the Smaller Furniture and the Rug and Drugget Dep'tmts

You will be struck by the careful arrangement of the goods for proper and complete display.

And you will be surprised at the values offered in smaller furniture, such as Ladies' Writing Desks, Dressing Tables, Library Tables, Pictures, Morris Chairs, Book Cases, Magazine Racks, Rockers, etc., many of which have been described more in detail elsewhere and many of which have not.

Our Department of Druggets, Rugs and Carpets is a wonder in every way.

### We Want You to Visit Us

Whether you want to buy or not we want you to come and see this wonderful collection of holiday and regular winter furniture.

**SYDNOR & HUNDLEY, Inc.**

"Furniture for the Home Beautiful."

709-11-13 East Broad St.,

Richmond, Va.